

## Message Text

UNCLASSIFIED

PAGE 01 STATE 231388  
ORIGIN COME-00

INFO OCT-01 AF-10 ISO-00 /011 R

DRAFTED BY COM/BIC/OIM/AF/MLMANLEY/BKY  
APPROVED BY AF/EPST/LMWHITE  
COM/BIC/OIM/AF/MMILES  
COM/BIC/OIM/SAD/BTYRRELL  
COM/BIC/OIM/EM/EOOLSEN  
STATE/AF/W/ESVENDSEN

-----040017 270631Z /13

R 262319Z SEP 77  
FM SECSTATE WASHDC  
TO AMEMBASSY MONROVIA  
AMEMBASSY LAGOS  
AMEMBASSY LUSAKA  
AMEMBASSY DAR ES SALAAM

UNCLAS STATE 231388

E.O. 11652:N/A

TAGS:BEXP, LI, NI, ZA, TZ

SUBJECT:FY 1978 TRADE PROMOTIONAL PROGRAM: PROPOSED SCHOOL  
CONSTRUCTION AND EDUCATIONAL EQUIPMENT CATALOG SHOW

REFS: 1) MONROVIA 5849, 2) MONROVIA 6435, 3) STATE 195121,  
4) MONROVIA A-30 OF MAY 30, 1976, 5) DAR ES SALAAM 3437

1. ACTION MONROVIA: WE APOLOGIZE FOR ANY CONFUSION CAUSED  
BY OUR FAILURE TO NOTIFY POST BY SEPTTEL OF FINAL FY 1978  
PROGRAM (REF. 1).

2. MONROVIA'S SPECIAL INSIGHT AND CAREFUL ANALYSIS OF  
MARKET CONDITIONS HIGHLY APPRECIATED (REF. 2). GIVEN REF.  
2 FOCUS ON SCHOOL CONSTRUCTION EQUIPMENT ASPECT OF SUBJECT  
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EVENT, REQUEST CLARIFICATION THAT POST AWARE EDUCATIONAL  
VOCATIONAL AND TECHNICAL TRAINING EQUIPMENT AND SUPPLIES  
INCLUDED IN TARGET UNIVERSE.

3. JUSTIFICATION FOR INCLUDED SUBJECT EVENT IN FY 1978  
TENTATIVE PROGRAM WAS BASED (REF. 3) ON FOLLOWING: A) MON-  
ROVIA'S REPORT ON SUCCESSFUL MEDIA USA CATALOG SHOW HELD IN

MARCH 1976 (REF. 4). AT THAT TIME POST FELT FOLLOW-UP MISSION ON SIMILAR THEME WOULD BE VIABLE EVENT; B) AVAILABILITY OF WORLD BANK FINANCING; C) LIBERIA'S ACCELERATED PROGRAMS IN EDUCATIONAL/TRAINING SECTORS; AND 4) 1975 LIBERIAN IMPORTS.

4. A MAJOR OBJECTIVE OF SUBJECT CATALOG EXHIBIT WOULD BE TO DEMONSTRATE TO U.S. PARTICIPATING FIRMS THE SPECIAL NEED TO ADAPT THEIR PRODUCTS FOR THE AFRICAN MARKET.

5. POST'S APPRAISAL OF EXPANDING MARKET (REF. 2) ALSO SUGGESTS SUBJECT EVENT WOULD BE JUSTIFIED IF CURRENT IMPORT DATA ALSO SUPPORTIVE. IF POST DESIRES TO RECONSIDER EVENT IN LIGHT OF FOREGOING, PLEASE CABLE READILY AVAILABLE IMPORT DATA FOR MAJOR CATEGORIES OF THEME-RELATED PRODUCTS.

6. ACTION LAGOS: WE ARE PLEASED TO CONCUR IN LAGOS 10742 RECOMMENDATION THAT SUBJECT CATALOG SHOW BE RESCHEDULED POSSIBLY FOR JUNE OR OTHER PERIOD IN FEBRUARY-SEPTEMBER. TO FACILITATE COORDINATION AMONG ACTION POSTS EARLY DETERMINATION OF SHOW DATES WOULD BE APPRECIATED.

7. ACTION DAR ES SALAAM: PLEASE ADVISE IF POST WISHES TO BE INCLUDED IN SUBJECT EVENT. IF SO, PLEASE SUBMIT MARKET UNCLASSIFIED

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BRIEF EXPANDING ON INFORMATION IN PARA. 3 OF REF. 5. EVENT DATES PENDING LAGOS SCHEDULING (PARA. 6).

8. PLEASE REPLY ASAP. CHRISTOPHER

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NNN

## Message Attributes

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**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Executive Order:** N/A  
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**Original Handling Restrictions:** n/a  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
**Subject:** FY 1978 TRADE PROMOTIONAL PROGRAM: PROPOSED SCHOOL CONSTRUCTION AND EDUCATIONAL EQUIPMENT CATALOG SHOW  
**TAGS:** BEXP, LI, NI, ZA, TZ  
**To:** MONROVIA LAGOS MULTIPLE  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
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EO Systematic Review  
22 May 2009  
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